SUBJECT: The Written Presentation
of Intelligence

COURSE: Intelligence Principles
and Methods

METHOD OF PRESENTATION: Lecture -
Discussion

HOURS: 2

INSTRUCTOR (guest): ███████   25X1A

OBJECTIVES OF INSTRUCTION:

To discuss the principles, procedures, and problems of intelligence
writing.

SUMMARY OF PRESENTATION:

The principles of good writing are equally applicable to the written
presentation of intelligence. The special requirements are brevity and
focus. Intelligence writing must not merely be understood; it must not
be misunderstood; it is not concerned with style in the popular con-
notation of the term. Unity and coherence are essential. There are
many pitfalls for the novice which can be avoided by careful reading,
re-drafting, and constant verbal vigilance.

SUBJECTS WITH WHICH COORDINATION IS REQUIRED:

All writing projects of the course.

REFERENCES:

GPO Style Manual, 1953
USGS Manual: "Suggestions to Authors of Papers Submitted to the
U.S. Geodetic Survey." (Dept. of Interior)
Various guides and production manuals of CIA offices.

REMARKS:

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The guest instructor is ███████████ Chief, Production Staff,
Economic Research Area, ORR. This lesson plan was prepared by
███████████ Course Supervisor.

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OUTLINE OF LECTURE

I. Introduction

    A. Language at best is not a perfect instrument of communication.
    B. Intelligence writing differs little from other types.
    C. Writing cannot be taught; it must be learned.
    D. Writing is the major medium of the intelligence business.

II. Intelligence Writing vs. Other Types

    A. Peculiarities of intelligence writing.

        1. Wide variety of purposes to meet needs of consumers.
        2. Emphasis on brevity and focus.
        3. Susceptible to errors because of number of people handling it.
        4. Subject to urgency and deadline; often done under pressure.
        5. It must not be misunderstood.

    B. Style in intelligence writing.

        1. Style as commonly understood is not a feature of intelligence writing; anonymity must be preserved.
        2. Formal vs. informal style.
            a. Formal: used in ORR and OSI
            b. Informal: used in OCI

        Examples:

            Formal: The chemical industry of the USSR
            Informal: The Soviet chemical industry.

            c. More objectivity can be achieved by formal style.
        3. Avoid the "literary bent."
            a. Attempts to be "literary" cause much trouble.

III. Unity in Intelligence Writing.

    A. Unity is an "attitude" rather than a mechanical device.
    B. Every piece of a written report (sentences, paragraphs, and the report in its entirety) must have unity.
    C. Individual units must be so composed as to make possible separation from the whole.
    D. Examples of unity violation.

        1. The "and" sentence.
        2. The "hitching" sentence.
        3. The "house that Jack built" sentence.

IV. Coherence in Intelligence Writing

    A. Coherence means "a sticking together."
    B. All elements of a report must stick together.

V. Common Pitfalls and Errors in Intelligence Writing

   A. Modification and reference.

      1. Adjectives and relative pronoun problems.

   B. Punctuation.

      1. Omit if it does not clarify the text.
      2. It should aid reading and prevent misreading.

   C. Compounding words.

      1. Check GPO manual to be right.
      2. If you cannot be right, be consistent.

   D. Cliches and over-use - strive for simplicity.

      Examples: "before" instead of "prior to."
              "after" instead of "subsequent to."
              "the reason is (because)."

   E. Repetition.

      1. There is nothing wrong with repetition if the meaning demands it.

   F. Confusing words - common trouble makers.

      1. Examples:

between - among	effect - affect
farther - further	obviously - seemingly
similar - the same	principal - principle
proved - proven	while - although
liable - likely	since - due to
over - more than	

   G. Technical terminology and jargon.

      1. Whenever in doubt, do not use it.

      2. Common garden variety of jargon - useless words or phrases.
         Examples taken from intelligence reports:

         "Samples in some cases show structural defects."
         "is enabled to render"
         "potential possibilities"
         "in the case of beer, the situation is different"
         "character" (much over-used)
         "the nature of the metal does not lend itself to fabrication purposes."
         "with proper conditions the land could lend itself to irrigation
            purposes."
         "Mr. Molotov was forced to take a back seat and play second
            fiddle."

VI. Helpful Devices in Intelligence Writing.

    A. Outline or a series of outlines.
    B. Give it to someone to read or criticize - try to obtain a normal reaction to it.
    C. Revise and rewrite.